



Request for Letters of Interest (RFLI)

RFLI No. 2013-05

PARKS RESERVATION SOFTWARE SYSTEM

Issue Date: October 26, 2012

Response Due Date: **November 8, 2012 at 2:00 PM**

I Overview

The Town of Miami Lakes ("Town") Department of Community & Leisure Services is soliciting responses from business entities or organizations ("Vendor" or "Vendors") to enter into a contract with one or more Vendors to provide a Parks Reservation Software System, for the Town's Community and Leisure Services Department. The Town anticipates entering into a contract(s) for a period of five (5) years.

This solicitation consists of two (2) phases. The first phase ("Phase I") is this Request for Letters of Interest ("RFLI"). The second phase ("Phase II") will consist of submittals for the purposes of entering into competitive negotiations. Article XII provides the details on the evaluation and selection of those Respondents selected for Phase II as well as selection of the successful Vendors.

II Background

The Town is a municipality in Miami-Dade County with approximately 30,000 residents. The Community and Leisure Services Department provides diversified leisure and cultural programs for all ages, park maintenance, and landscape beautification services for the Miami Lakes community.

The Department operates, programs, and maintains a unique park system consisting of 99 parks, 40 playground/tot-lot areas, three (3) community centers, two (2), 20+ acres active parks with concession stands, six lakefront beaches, and a non-motorized watercraft marina area in a 6.5 square mile radius. Other facilities included within the park system are tennis courts, a variety of athletic fields, four pavilion areas available for rent, and basketball courts. The Town partners with various community based organizations to administer leagues, tournaments,

clinics and sports camps. The Community Centers are multi-purpose facilities with several program rooms available for rental. Several park developments are scheduled to be completed by the middle of next year including a youth center, interior expansion of one of the community centers, and a new Clubhouse facility at the Miami Lakes Optimist Park. Future planned developments include a gymnasium field reconfiguration and concession tower at Miami Lakes Optimist Park and a youth center and senior center.

With the growth of the Department and institution of facility user fees, there is a need to have a web-based software package to effectively and efficiently handle registration and scheduling tasks for the Department's facilities and programs.

III Scope of Services and Requirements

The Town would like to solicit responses from qualified software firms to provide an externally hosted software package for the Community and Leisure Services Department. The project involves the replacement of existing software which was written in-house to solely provide pavilion reservations online with address verification capabilities. The original system was designed in 2006 and is presently no longer operational.

The system will need to meet the Town's Finance Department's requirements to provide direct deposits into the Town's bank account and generating analytical reports. The software is intended to simplify the registration process by allowing residents the ability to register and pay online for programs and facility rentals while managing their own information. The intent is to have a software program that is easier to use, customer friendly. Proposers are encouraged to be creative in developing a Financial Module (pricing) to cover proposed costs to the Town for the software. The Financial Module will be required from those Proposers selected for Phase II.

The software must meet the minimum requirements and should address most, if not all, of the following Community and Leisure Services Department needs.

Minimum Requirements

1. The software must be Web based. Web based means externally hosted software that client workstations access using the internet.
2. The software must be able to process Revenue and miscellaneous other Reports via an automated or exported data file entry.
3. The software must have online registration capability.
4. The software must have Point of Sale.
5. The software must have the ability to create internal and external reports.
6. The vendor must have installed a similar software package that has been in operation for a minimum of three (3) years at three (3) municipal recreation agencies with a similar number of facilities and programs.

IT and Finance Requirements

1. Must be PCI Compliant (quarterly reports must be submitted)
2. Vendor Supported and Hosted Solution shall have Mobile Capability

3. The Application Administration Functions must be a log on to browser base, NOT a direct log-on to the Production Server (merchant account)
4. All revenue collected from customers must be deposited into the Town's Bank account within no more than 3 days of collection, including Internet based payments such as PayPal.
5. Must have a link that can be placed on the Town's website
6. Reports must be MS Office and Adobe Reader Compatible
7. Must Email confirmation and bulk email capabilities
8. Must have appropriate web security/encryption features to collect online payments and ensure security of information

Community and Leisure Services Department needs

1. Capabilities for Online Program Registration with payment plan and scholarship options for the customers.
2. Customer Registration with capabilities for refunds, transfers, billing, create waiting lists, etc.
3. Facility Reservations with scheduling and payment capabilities
4. Point of Sale Feature to include hardware such as receipt printers, inventory scanners, etc. (Vendor to provide list of recommended hardware and specifications)
5. Ability to create internal/external reports such as, but not limited to- Customer History, Customer Profile, Marketing, Financial, Profit/loss, Rosters, Sign-Outs, Daily Close-Out, etc.
6. Capability for individual and family registration to simplify repeated access to the system as well as the ability of the Proposer to use for targeted marketing.
7. Vendor shall be responsible for all service to the Data Base and Website Reporting.
8. All data must be owned by the Town.
9. Proposer must provide On-site Training for implementation for a minimum of eight (8) staff members. Software training and support can be done remotely.
10. Online Athletic league registration and real-time scheduling capabilities for league play as well as other usages such as baseball, basketball, football, and soccer.
11. Customizable web- interface
12. Address Verification capabilities
13. Ability to add additional amenities and fees to facility rental, i.e. Tables/chairs set-up; Bounce House/Amusement fees
14. Customizable (by vendor) of entry fields to meet specific requirements of the Town.

IV Submission Requirements

Each Respondent must provide the information required by the Questionnaire contained in Exhibit A of this RFLI. Responses to the questionnaire are to be presented in the same format and order as contained in the Questionnaire.

V Cone of Silence

Pursuant to subsection (t) "Cone of Silence" of Section 2-11.1 "Conflict of Interest and Code of Ethics Ordinance" of Miami Dade County, Cone of Silence" is imposed upon this solicitation and

shall be effective until such time as the Town Manager issues a written recommendation. The Cone of Silence prohibits any verbal communications regarding this solicitation with Town staff. As such, all communications must comply with Section VIII below. Further information on the Cone of Silence can be found on the Miami-Dade County Procurement Management Department website.

VI Requests For Additional Information

Pursuant to the Cone of Silence requirements stated above, any requests for additional information or clarifications must be received in writing at procurement@miamilakes-fl.gov. The Town will review all such requests and should it be determined that additional information needs to be issued, the Town will issue responses in the form of an addendum, which will be posted on the Town's website at http://www.miamilakes-fl.gov/c-our_govt/admin-procurement.php.

VII Procurement Authority

This solicitation is issued in accordance with Town's Procurement Ordinance 12-142 ("Ordinance"). Respondents should refer to the Procurement Ordinance for Local Preference requirements or any other actions permitted under the Ordinance.

VIII Collusion

The Respondent, by signing their submittal, certifies that its submittal is made without previous understanding, agreement or connection either with any person, firm, or corporation submitting for the same services, or with any department, committee, or representative of the Town. The Respondent certifies that its submittal is without control, collusion, fraud, or other illegal action. The Respondent further certifies that it is in compliance with the conflict of interest and code of ethics laws. The Town will investigate all situations where collusion may have occurred and the Town reserves the right to reject any and all submittals where collusion may have occurred.

IX Evaluation

Town staff shall evaluate each submittal to determine the three most qualified Respondents, whom will be invited to further participate in Phase II, the competitive negotiation process, for the award of a contract(s). The Town will short-list up to three (3) firms to enter into Phase II.

Respondents shall be evaluated on the basis of the minimum qualification requirements (Section IV). Town staff will be responsible for recommending to the Town Manager the most qualified firms with whom to seek further submittals under Phase II, and to competitively negotiate a contract(s).

The Town shall negotiate with each of the Respondents short-listed for Phase II.

Upon conclusion of negotiations Town staff will recommend to the Town Manager the Vendor(s) whom have offered the best opportunities to the Town. This determination shall be made based on the Respondents experience, knowledge and understanding; the capabilities of the Software System to be provided, and the contract terms and conditions, inclusive of the costs to the Town and participants using the Software System.

The Town reserves the right to reject all submittals and re-issue a new solicitation for these Programs.

X Receipt of Responses

Provide one (1) original, one (1) digital CD copy in .pdf format, and 4 copies, signed, dated, and sealed with required documents to the Town Clerk's office, 15150 NW 79th Court, Miami Lakes, Florida 33016.

Responses must be clearly marked on the outside of the envelope/package referencing RFLI No. 2013-05, Community and Leisure Services Parks Reservation Software System. Failure to submit by the due date and time, and at the specified location, will result in the Response being rejected as non-responsive.

**COMMUNITY AND LEISURE SERVICES
PARKS RESERVATION SOFTWARE SYSTEM**

Exhibit A

Issue Date: _____

Town Contact: _____

RFLI No.: _____

Email: _____

Responses must be received by 2:00 PM on November 8, 2012 at the Town Clerk's Office, 15150 NW 79th Court, Miami Lakes, Florida 33016

The following information must be provided for your company to be considered. The response to Exhibit C must follow the same order as presented below, signed by your company and submitted in a sealed envelope to the Office of the Town Clerk by the specified date and time above.

1. Organization

- 1.1 How many years has your company been in business?
- 1.2 How many years has your company been in business under its present business name?
 - 1.2.1 Under what other names or former names has your company?
- 1.3 Provide the company's name and address (if multiple locations, please indicate both the office location from which the services will be provide and the headquarters location), a list of officers and/or principals, and a description of geographical service areas, including national, regional and local offices.
- 1.4 Provide a copy of the company's two most recent certified financial reports, including a balance sheet and income statement, which include three (3) months of working capital or similar financial stability.
- 1.5 Provide evidence of your company's structure and governance, including but not limited to the following:
 - a. Date of incorporation or formation and principal place of business
 - b. General Partners, Limited Partners
 - c. Directors, Officers, and Principals
 - d. Affiliates, Subsidiaries, and Parent Corporations or Organizations
 - e. Professional registrations, and licenses to conduct business in the State of Florida, and Miami-Dade County.
 - f. Federal Identification Number, Social Security Number or other business number.

2. Experience

2.1 Provide a list of public entities where Respondent has provided/providing similar services during the past three years, including yes/no responses to the following questions.

- a. Online registration capabilities
- b. Point of Sale capability
- c. Ability to create internal and external reports
- d. PCI compliant, including ability to provide quarterly reports
- e. Can the revenue be collected from customers be deposited in the Town's bank account within no more than 3 days of collection, including interest based payments such as PayPal
- f. Link be placed on the Town's website
- g. Reports MS Office compatible
- h. Web Security/encryption features
- i. Email confirmation and bulk email capabilities
- j. Online registration with payment plan & scholarship options for customers
- k. Customer Self-Registration with capabilities for refunds, transfers, billing, create waiting lists, etc.
- l. Facility, Pavilion, Athletic Field Reservations with scheduling and payment capabilities
- m. Point of Sale Feature to include hardware such as receipt printers, inventory scanners, etc. (Vendor to provide list of recommended hardware and specifications)
- n. Ability to create internal/external reports such as, but not limited to- Customer History, Customer Profile, Marketing, Financial, Profit/loss, Rosters, Sign-Outs, Daily Close-Out, etc.
- o. Individual and Family Registration capability.
- p. On-site Training for implementation for a minimum of eight (8) staff members
Software training and support can be done remotely
- q. Online Athletic league registration and real-time scheduling capabilities
- r. Customizable web- interface
- s. Address Verification capabilities
- t. 15. Ability to add additional amenities and fees to facility rental, i.e.
Tables/chairs set-up; Bounce House/Amusement fees
- u. 16. Fully customizable (by vendor) entry fields to meet the requirements of the Town.

3. Litigation

3.1 Provide a list, by year, of all lawsuits and claims filed against the company during the past five (5) years, current status and outcome if resolved.

I certify that any and all information contained in this submittal is true; and I further certify that this submittal is made without prior understanding, agreement, or connections with any

corporation, firm or person submitting for the same services and is in all respects accurate and without collusion or fraud. By signing below I agree that the Town does not guarantee an award to any of the firms responding to this RFLI. I further agree to abide by all terms and conditions of the RFLI, and certify that I am authorized to sign for the Respondent. Please print the following and sign your name:

Company Name: _____

Address: _____

Telephone: _____ E-mail address: _____

Name: _____ Title: _____

Authorized Signature: _____ Date: _____

CERTIFICATE OF AUTHORITY
(IF CORPORATION)

STATE OF _____)

) SS:

COUNTY OF _____)

I HEREBY CERTIFY that a meeting of the Board of Directors of the _____

a corporation existing under the laws of the State of _____, held on _____, 20_____, the following resolution was duly passed and adopted:

"RESOLVED, that, as _____ of the Corporation, be and is hereby authorized to execute the submittal dated, _____, 20_____, to the Town of Miami Lakes and this corporation and that their execution thereof, attested by the Secretary of the Corporation, and with the Corporate Seal affixed, shall be the official act and deed of this Corporation."

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the corporation this _____, day of _____, 20_____.

Secretary: _____

(SEAL)

FAILURE TO COMPLETE, SIGN, AND RETURN THIS FORM MAY DISQUALIFY YOUR RESPONSE.